



WTIC-TV

ORDER

Print Date 08/02/12

Page 1 of 3

Flight Dates 08/02/12-08/14/12

Contract / Revision 377013 - 1

Original Date / Revision
08/01/12 08/02/12

Advertiser Lisa Wilson-Foley/R/Cong 51

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

LISA FOLEY FOR CONGR

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2540

Alt Order # 06259848

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 56500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	22600
4WVIT	15%	8475
5WTNH	30%	16950
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	44	\$7,203.75	\$8,475.00	0.00	07/30/12	08/14/12	44	\$7,203.75	\$8,475.00
Totals	44	\$7,203.75	\$8,475.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	08/02/12	08/03/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---TF--	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$65.00		0.00					
2	61	08/06/12	08/10/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	5	\$65.00	03	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	MTWTF--		5		\$65.00		0.00					
3	61	08/13/12	08/14/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT-----	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	MT-----		2		\$65.00		0.00					
4	61	08/02/12	08/03/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$65.00		0.00					
5	61	08/06/12	08/10/12		CM	8a-9a	MTWTF--	:30	5	\$65.00	03	0.00	NM	5	\$325.00



WTIC-TV

Print Date: 08/02/12

Page 2 of 3

Contract / Revision **377013- 1** Flight Dates **08/02/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 08/02/12

Order Sep 00:15:00

Advertiser **Lisa Wilson-Foley/R/Cong !** Product **LISA FOLEY FOR CONGR** Estimate # **2540**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 8a-9a M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					5	\$65.00		0.00			
6	61	08/13/12	08/14/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$65.00		0.00			
7	61	08/05/12	08/05/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----1					1	\$65.00		0.00			
8	61	08/12/12	08/12/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1					1	\$65.00		0.00			
9	61	08/02/12	08/03/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---TF--					2	\$150.00		0.00			
10	61	08/06/12	08/10/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	4	\$150.00	03	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					4	\$150.00		0.00			
11	61	08/13/12	08/14/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MT-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$150.00		0.00			
12	61	08/03/12	08/03/12	M-F News at Ten News at Ten	CM	10p-11p	----1--	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----1--					1	\$850.00		0.00			
13	61	08/06/12	08/06/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-----					1	\$850.00		0.00			
14	61	08/08/12	08/08/12	M-F News at Ten News at Ten	CM	10p-11p	--1----	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--1----					1	\$850.00		0.00			
15	61	08/10/12	08/10/12	M-F News at Ten News at Ten	CM	10p-11p	----1--	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----1--					1	\$850.00		0.00			
16	61	08/13/12	08/13/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$850.00		0.00			
17	61	08/02/12	08/03/12	M-F News at 11pm News at 11pm	CM	11p-1135p	---TF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WTIC-TV

Print Date: 08/02/12

Page 3 of 3

Contract / Revision **377013- 1** Flight Dates **08/02/12-08/14/12**Hiatus DatesOriginal Date / Revision 08/01/12/ 08/02/12Order Sep 00:15:00Advertiser **Lisa Wilson-Foley/R/Cong !** Product **LISA FOLEY FOR CONGR** Estimate # **2540**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	61	08/02/12	08/03/12	M-F News at 11pm News at 11pm	CM	11p-1135p	---TF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/30/12	08/05/12	---TF--	2		\$175.00	0.00							
18	61	08/06/12	08/10/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$175.00	03	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	MTWTF--	5		\$175.00	0.00							
19	61	08/13/12	08/13/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	1-----	1		\$175.00	0.00							
20	61	08/12/12	08/12/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-----1	1		\$175.00	0.00							
21	61	08/04/12	08/04/12	Sa 9a-930a Sa 9a-930a	CM	9a-930a	-----1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/30/12	08/05/12	-----1-	1		\$75.00	0.00							
22	61	08/04/12	08/04/12	Sa 930a-10a Sa 930a-10a	CM	930a-10a	-----1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/30/12	08/05/12	-----1-	1		\$75.00	0.00							
Totals														44	\$8,475.00